

# Program Change Request

## New Program Proposal

Date Submitted: 11/15/18 8:05 pm

Viewing: **CERT-CDSJ : Communication, Diversity and Social Justice - Certificate**

Last edit: 11/20/18 8:58 am

Changes proposed by: n-street

Contact(s)

Name	E-mail	Phone
Nancy Street	n-street@tamu.edu	979-862-6968

Academic level	Undergraduate
Effective Term	2019-2020
Department	Communication
College	Liberal Arts
Program type	Certificate
Associated Program	Not Applicable
With a certificate in	Communication, Diversity and Social Justice

Catalog Program Title

Communication, Diversity and Social Justice - Certificate

CIP and Fund code 0901000001

Rationale for Proposal

Gives students an in-depth understanding of how communication intersects with issues of diversity and prepares students for a lifetime of successful communication practices in our diverse world. The certificate is grounded in a larger concern with social justice issues, with coursework emphasizing issues of power, privilege, and difference.

Program hours 12

Is this program eligible for financial aid? Yes

Certificate type

Degree-dependent

Program delivery mode

On-campus

### Catalog Program Requirements

### In Workflow

1. **COMM Department Head UG**
2. **Curricular Services Review**
3. **LA Committee Preparer UG**
4. **LA Committee Chair UG**
5. **LA College Dean UG**
6. **Provost**
7. **UCC Preparer**
8. **UCC Chair**
9. **Faculty Senate Preparer**
10. Faculty Senate
11. Provost II
12. President
13. Curricular Services

### Approval Path

1. 11/15/18 8:06 pm  
Nancy Street (n-street): Approved for COMM Department Head UG
2. 11/18/18 11:31 am  
Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
3. 11/18/18 12:06 pm  
Steve Oberhelman (s-oberhelman): Approved for LA Committee Preparer UG
4. 11/20/18 8:33 am  
Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
5. 11/20/18 8:39 am  
Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
6. 11/20/18 8:58 am  
Mike Stephenson (mstephenson): Rollback to LA College Dean UG for Provost
7. 11/20/18 11:39 am  
Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
8. 11/26/18 8:15 am  
Mike Stephenson (mstephenson): Approved for Provost
9. 11/26/18 8:16 am  
Sandra Williams (sandra-williams):

Approved for UCC  
Preparer  
10. 12/10/18 10:27 am  
Terra Bissett (t.bissett):  
Approved for UCC Chair

Code	Title	Semester Credit Hours
<a href="#">COMM 343</a>	Communication and Cultural Discourse	3
<a href="#">COMM 487</a>	Communication, Diversity and Social Justice Capstone Experience	0
Select 9 hours from		9
<a href="#">COMM 245</a>	Difficult Dialogues on Power, Privilege, and Difference	
<a href="#">COMM 257/RELS 257</a>	Communication, Religion and the Arts	
<a href="#">COMM 307/JOUR 301</a>	Communication Law and Policy	
<a href="#">COMM 335</a>	Intercultural Communication	
<a href="#">COMM 338/AFST 338</a>	Critical Race Discourse	
<a href="#">ENGL 342</a>	The Rhetoric of Gender and Health	
<a href="#">COMM 346</a>	Media, Culture and Identity	
<a href="#">COMM 365/JOUR 365</a>	International Communication	
<a href="#">COMM 367</a>	Media and the Middle East	
<a href="#">COMM 407/WGST 407</a>	Gender, Race and Media	
<a href="#">COMM 420/WGST 420</a>	Gender and Communication	
<a href="#">COMM 425/AFST 425</a>	Rhetoric of the Civil Rights Movement	
<a href="#">COMM 428/WGST 428</a>	Women's Rhetoric	
<a href="#">COMM 431</a>	Rhetoric of Social Movements	
<a href="#">COMM 449</a>	Activism and Communication	

## Additional information

Required Proposal [Degree Evaluation for CDSJ Certificate.docx](#)

Forms [Certificate Programs Form-1 CDSJ.docx](#)

Reviewer Comments **Mike Stephenson (mstephenson) (11/20/18 8:40 am):** An assessment plan is required once all approvals are secured through the curricular review process.

**Mike Stephenson (mstephenson) (11/20/18 8:58 am):** A couple of consistency issues: 1. Certificate program form does not include any mention of COMM 487 but it's listed as a required course in the Catalog Program Requirements. 2. COMM 487 syllabus indicates 0 or 1 SCH but 0 is included in the proposal below.

**Mike Stephenson (mstephenson) (11/20/18 8:58 am):** Rollback: See comments section.

**Mike Stephenson (mstephenson) (11/26/18 8:12 am):** An assessment plan will be required. Please consult with Institutional Effectiveness & Evaluation once this receives full approval.

**Terra Bissett (t.bissett) (12/10/18 10:27 am):** UCC approved December 2018.

Key: 935

## New Program Request Form for Certificate Programs

**Directions:** An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

### Administrative Information

1. **Institution:** Texas A&M University

2. **Program Name** – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*):

Communication, Diversity and Social Justice Certificate

3. **Proposed CIP Code:** 09.01.000001

4. **Brief Program Description** – Describe the program and the educational objectives:

The Communication, Diversity and Social Justice Certificate offered through the Department of Communication, gives students an in-depth understanding of how communication intersects with issues of diversity and prepares students for a lifetime of successful communication practices in our diverse world. The certificate is grounded in a larger concern for justice issues, with coursework emphasizing issues of power, privilege, and difference. In addition to 12 hours of coursework with a grade of B or better in each course, students will complete one of three capstone experiences. These options are participation in 15 co-curricular events or an internship with an organization that speaks to the thematic focus of the certificate or a research project on the diversity topic of their choice.

Number of Semester Credit Hours Required. 12

5. **Administrative Unit** – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*):

Department of Communication

6. **Proposed Implementation Date** – Report the first semester and year that students would enter the program: Fall 2019

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:

Name: Tasha Dubriwny

Title: Associate Professor

E-mail: tdubriwny@tamu.edu

Phone: 979-845-5500

## Program Information

### I. Need

*Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.*

- A. Job Market Need – Provide short- and long-term evidence of the need for graduates in the job market.
- B. Student Demand – Provide short- and long-term evidence of demand for the program.
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

YEAR	1	2	3	4	5
Headcount	15	25	50	75	100
FTSE					

### II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

<b>Category</b>	<b>Semester Credit Hours</b>
General Education Core Curriculum <i>(bachelor's degree only)</i>	
Required Courses	3
Prescribed Electives	9
Free Electives	
Other <i>(Specify, e.g., internships, clinical work)</i>	(if not included above)
<b>TOTAL</b>	<b>12</b>

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (\*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

<b>Prefix and Number</b>	<b>Required Courses</b>	<b>SCH</b>
COMM 343	Communication and Cultural Discourse	3

<b>Prefix and Number</b>	<b>Prescribed Elective Courses Choose 9 hours from the following</b>	<b>SCH</b>
COMM 245	Difficult Dialogues	3
COMM/RELS 257	Communication, Religion and the Arts	3
COMM 307/JOUR 301	Mass Communication, Law, and Society	3
COMM 335	Intercultural Communication	3
COMM/AFST 338	Critical Race Discourse	3
COMM/ENGL 342	Rhetoric of Gender and Health	3
COMM 346	Media, Culture, and Identity	3

COMM/JOUR 365	International Communication	3
COMM/ARAB 367	Media and the Middle East	3
COMM/WGST 407	Gender, Race and Media	3
COMM/WGST 420	Gender and Communication	3
COMM/AFST 425	Rhetoric of the Civil Rights Movement	3
COMM/WGST 428	Women's Rhetoric	3
COMM 431	Rhetoric of Social Movements	3
COMM 449	Activism and Communication	3
	<b>TOTAL SCH</b>	12

- C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (\*) before the name of the individual who will have direct administrative responsibilities for the program. (*Add and delete rows as needed.*)

<b>Name of Core Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Dubriwny, Tasha Assoc. Professor	PhD. In Communication University of Georgia	COMM 245 COMM 342 COMM 420 COMM 428	50%
Poirot, Kristan Assoc. Professor	PhD. In Communication University of Georgia	COMM 245 COMM 338 COMM 420 COMM 425 COMM 431 COMM 449	50%
Ramasubramanian, Srivdya Professor	PhD. In Communication Penn State	COMM 407 COMM 346 COMM 449	50%
Wallace, Cara Assoc. Professor	PhD. In Communication USC	COMM 335 COMM 346 COMM 449	25%
La Pastina, Antonio Assoc. Professor	PhD in RTF University of Texas	COMM 365 COMM 346	25%

<b>Name of Support Faculty and Faculty Rank</b>	<b>Highest Degree and Awarding Institution</b>	<b>Courses Assigned in Program</b>	<b>% Time Assigned To Program</b>
Miller, Lucy J Lecturer	PhD. In Communication Texas A&M University	COMM 420, 407 449	25%
Havens, Jessica Lecturer	MA in Religion Colgate University	COMM 257	25%
Sandra Braman Professor	PhD. In Communication University of Minnesota	COMM 307	10%
Dr. David Tarvin Lecturer	PhD. In Communication LSU	COMM 335	25%

- D. Students – Describe general recruitment efforts and admission requirements. How will students be accepted into the program? In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Our 1400+ majors and 500+ minors are on a listserv and we can make them aware of the certificate through that means. The certificate's unveiling will correspond with the implementation of the University's Cultural Discourse initiative and requirement. Several of the courses in the certificate are already approved as Cultural Discourse classes, so students who take a course to fulfill a requirement are likely to develop an interest in further study. The subject matter itself will be a strong draw for students from underrepresented groups. Faculty members are actively involved with students from underrepresented groups and will have a natural affiliation to draw upon for recruiting, retaining and graduating students from these groups. One of the faculty members, Dr. Poirot, is the Director of the Intersections Learning Community, Dr. Dubriwny and Dr. Poirot are joint appointed in Women and Gender Studies, Dr. Ramasubramanian is a leader in Media Rise, Dr. Wallis is active in

We expect that we will have the same success in recruiting, retaining and graduating certificate students as we have with our students in general. Our rates in each category exceed University averages.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

Library resources are sufficient to support the certificate

F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

None needed

G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

N/A

H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

The certificate is degree dependent and open to any student in the University. Direct assessment of the “culture” feature on each certificate holders eportfolio will be accomplished using a rubric to determine mastery of major concepts and practices of the certificate.

I. Administration of Program – Describe how the program will be administered. Where will the program be administered (i.e., department, college)?

Administered through the Climate and Inclusion Committee and the Undergraduate Studies Office in the Department of Communication

### III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel <sup>1</sup>	\$0	Reallocated Funds	\$0
Facilities and Equipment	\$0	Anticipated New Formula Funding <sup>3</sup>	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other <sup>2</sup>	\$0	Other <sup>4</sup>	\$0
<b>Total Costs</b>	<b>\$0</b>	<b>Total Funding</b>	<b>\$0</b>

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, “likely” future grants, and designated tuition and fees can be included.



## Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

*I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.*

\_\_\_\_\_  
Chief Executive Officer

\_\_\_\_\_  
Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

*On behalf of the Board of Regents, I approve the program.*

\_\_\_\_\_  
Board of Regents (Designee)

\_\_\_\_\_  
Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

*On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).*

Board of Regents (Designee)	Date
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Communication, Diversity and Social Justice Certificate

**Area**  
: Certificate Coursework ( 12.000 credits ) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course Title	Attribute	Credits	Grade	Source
No		A.	COMM 343	3hrs											
			Must earn B or better												
No	AND	B.	COMM 487	0hrs											
No	AND	C.	Electives 9hrs												
			Select from COMM 245, 257, 307, 335, 338, 342, 346, 365, 367, 407, 420, 425, 428; RELS 257, AFST 338, ENGL 342, JOUR 307, 365, WGST 407, WGST 420, AFST 425												
			Must earn B or better in each course												